

## Quitting Takes Practice; Join the Great American Smokeout

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Tobacco Prevention*

Every year, smokers across the nation participate in the Great American Smokeout, now in its 27<sup>th</sup> year, by smoking less or quitting for the day on Nov.18. The Smokeout challenges people to stop using tobacco and raises awareness of the many effective ways to quit for good.

One way smokers can quit for good is to call the Kansas Tobacco Quitline at **1-866-KAN-STOP**. The Quitline is toll-free, available 24-hours a day, offers tobacco users a confidential and convenient way to access immediate help when they are ready to stop using tobacco or need support to remain tobacco-free.

“We know that the majority of Kansas smokers want to quit and that they have a better chance of succeeding if they get help,” said Julia Francisco, KDHE Tobacco Use Prevention Director.

The Kansas Tobacco Quitline has received more than 3,000 calls from smokers, tobacco users and non-smokers seeking information. While supporting all of the residents from Kansas’s 105 counties, residents from 90 counties have participated in the program. In September 2004, 36 percent of callers agreed to a quit plan. This rate of callers to plan enrollees is encouraging and reflects the callers’ willingness to seriously address cessation.

Year-to-date quit rates are 42 percent at three months and 80 percent at six months. To date the calls made to the Quitline have been tobacco users with an annual household income of less than \$14,999 (59 percent) and 50 percent of callers under the age of 44.

Cessation specialists answer the Quitline and work with the caller to conduct a personalized analysis of their tobacco use habit and then develop a customized Quit Plan to help them succeed in becoming tobacco free. The one-on-one telephone counseling sessions are scheduled at times convenient for the caller and all services are free. The Kansas Tobacco Quitline is also designed to assist physicians and health care providers work with their patients. Health care providers can also obtain office materials to share with patients, by calling the Quitline.

KDHE launched the Kansas Tobacco Quitline, **1-866-KAN-STOP**, in November 2003. The Great American Smokeout is sponsored annually by the American Cancer Society.



**Kansas Tobacco Use  
Prevention Program**  
Kansas Department of Health and Environment